

# DONALD RASHID

High Level Communicator & Partnership Marketing Specialist  
Futuristic | Maximizer | Strategic | Achiever | Arranger

## CONTACT

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## SKILLS

- Strategic Planning
- Co-marketing & Publishing
- Partnership Development
- Emotional Intelligence
- Conceptual Marketing
- Content Development
- Direct Marketing
- Marketing Strategy
- Branding
- Networking

## EDUCATION

- Rockhurd University  
MBA Course  
B.S.B.A. Marketing & Communication Media
- 500+ Hours Professional Development
- On Brand 2023 & 2024

## MARKETING MANAGEMENT / PLANNING / COMMUNICATIONS 2014 - PRESENT

Fractional Marketing Manager & Specialist / High Level Communications & Partnership Ventures / Journalist

- Proficient social media strategy, blog naming & website content creation for clients
- Proven results in direct marketing (30% client revenue growth in one year)
- Strong background brand & rebranding strategies and implementation including a nationally recognized 16 month leadership event series
- Skilled in social media, Canva, event photography / videography (1,500+ photos and over 200 videos), ChatGPT
- Publication management (in-house publications & national media partnerships)
- BUILDING HOPE magazine's featured writer for an edition
- Media pitching experience - national earned media
- Print and online publication writing and layout experience
- Comprehensive marketing plan development (tripling a client's investment in one new business transaction)
- Marketing Director for a first-of-its-kind health conference focused on partnerships

## ENGAGEMENT

- American Advertising Federation | Membership Co-chair & Meet the Pros / Communication Committees
- Start Up Grind (Scale Omaha)
- The Salvation Army | Volunteer
- F3 Omaha / F3 Nation
- Mentorship
- Omaha Press Club

## PUBLISHED WORKS | 200+

- Premier Home Plans and Spec Building: Editorial & Marketing founding team member of two startup, national trade magazines
- The Salvation Army: magazine & regional newsletter
- The Daily Record / Legal Sector: cover story journalist, event & story photographer
- Mug. News: 1,000 word long-form research articles on Middle America companies
- Shape Magazine, BUILDER, nationwide newspapers, B2B Omaha & Omaha Magazine, digital publications: Earned media placement and writing
- The Healing Place / Draped Confessions: blog creation & writing, book proposal
- Omega Wellness: concept marketing, social media strategy, new business development
- The Daily Record: cover stories, feature writing, 8-page special section development
- American Advertising Federation of Nebraska: AdMuse, social content & newsletters
- Quality Fence: marketing plan, social posts, slideshow creation, marketing executable new business development deliverables

## PORTFOLIO / WEBSITE

Rashid Scales: Our Journey Begins  
<https://donaldjrashid1.wixsite.com/my-site-6>

Open to Relocation